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CREATE/Feminism Conference 2014  
Middlesex University London

# Leadership for Sustainability:

*Leading for Equality and the Future in Teaching*

Emma Dick & Maeve O'Loughlin

22 July 2014

# Feminist perspectives



Emma is a Lecturer in the Visual Culture of Fashion with research interests in the globalisation of textile traditions and their intersection with the mainstream fashion industry, cultural tourism and the non-profit sector. She has worked on textile development projects in Bhutan and Central Asia and is Director of Projects and Training for SPINNA Circle, a non-profit organisation, focused on empowering women in fashion and textiles globally.

## PGCHE

Shared research interests  
Sustainability in Fashion  
Interdisciplinary Dialogue  
Collaboration  
Empowerment  
Exploratory pedagogies



Senior Lecturer in Natural Sciences. Maeve worked as an environment and safety practitioner in both consultancy and industry roles for 10 years prior to joining Middlesex in 2012. Her roles included technical use of environmental evaluation tools to analyse and mitigate environmental risks; and also develop management systems for sustainability improvements and greater risk management in industry. She is currently undertaking a doctorate in sustainability.

# This is the story of a t-shirt...

.....and the role of women, unequitable conditions & environmental degradation...



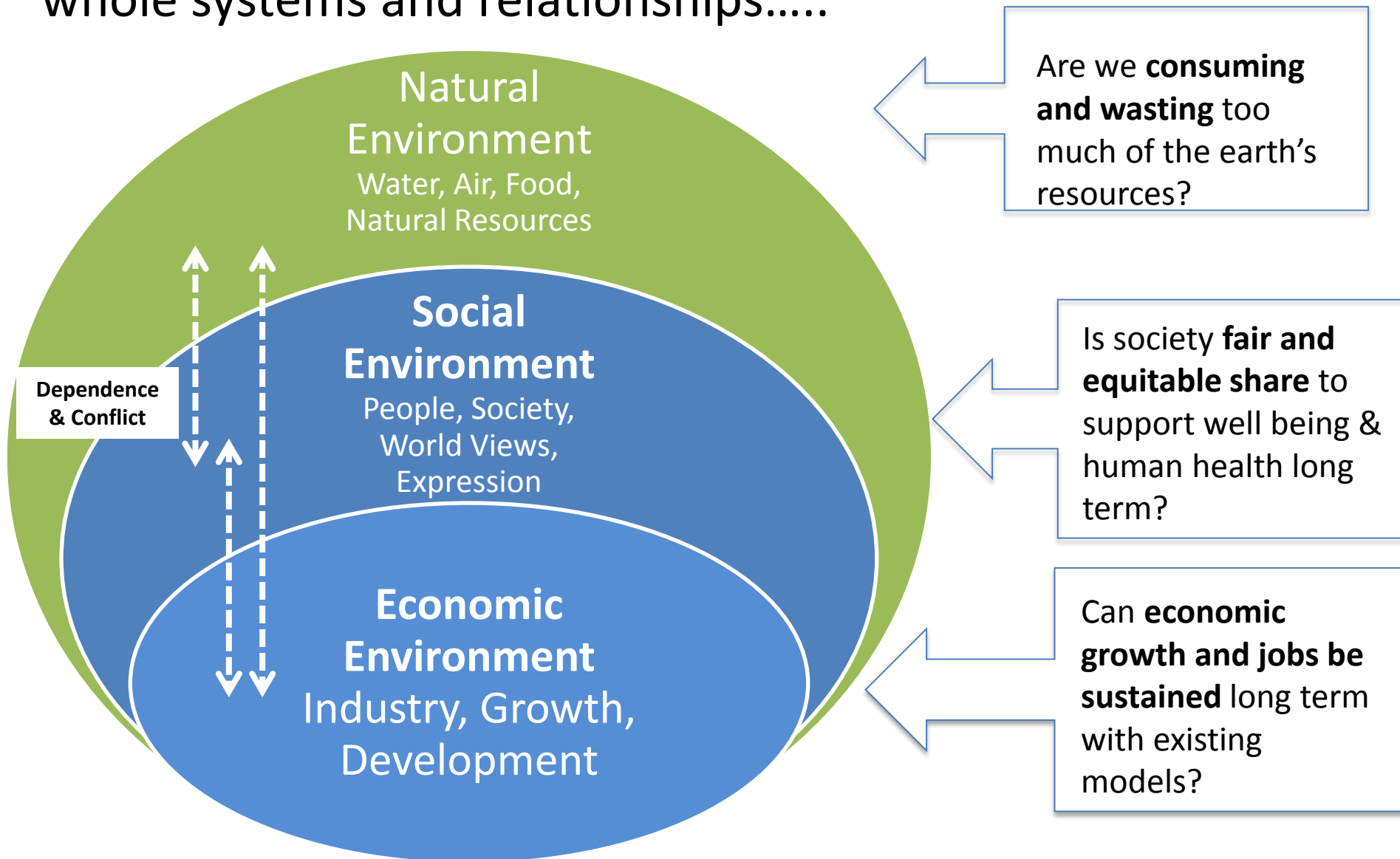
.....but it can be the story of every profession, activity or action we take in our lives and also in our teaching

# Sustainability

Meeting the needs of the present generation without compromising the needs of the future generation

Adapted from Brundtland Commission Report, “Our Common Future”, 1992

# Sustainability & feminism – A complex world of nested whole systems and relationships.....



We must consider the whole system to address the challenges....





THE MILLENNIUM DEVELOPMENT GOALS (MDGs) ARE THE MOST SUCCESSFUL GLOBAL ANTI-POVERTY PUSH IN HISTORY. LET'S STEP UP ACTION TO THE 2015 MDG TARGET DATE AND BEYOND.

MDG3



PROMOTE GENDER  
EQUALITY AND  
EMPOWER WOMEN

.....→ THE WORLD HAS

**ACHIEVED  
EQUALITY**

IN **PRIMARY  
EDUCATION**

BETWEEN GIRLS AND BOYS

LET'S  
STEP  
UP

IN MANY  
COUNTRIES

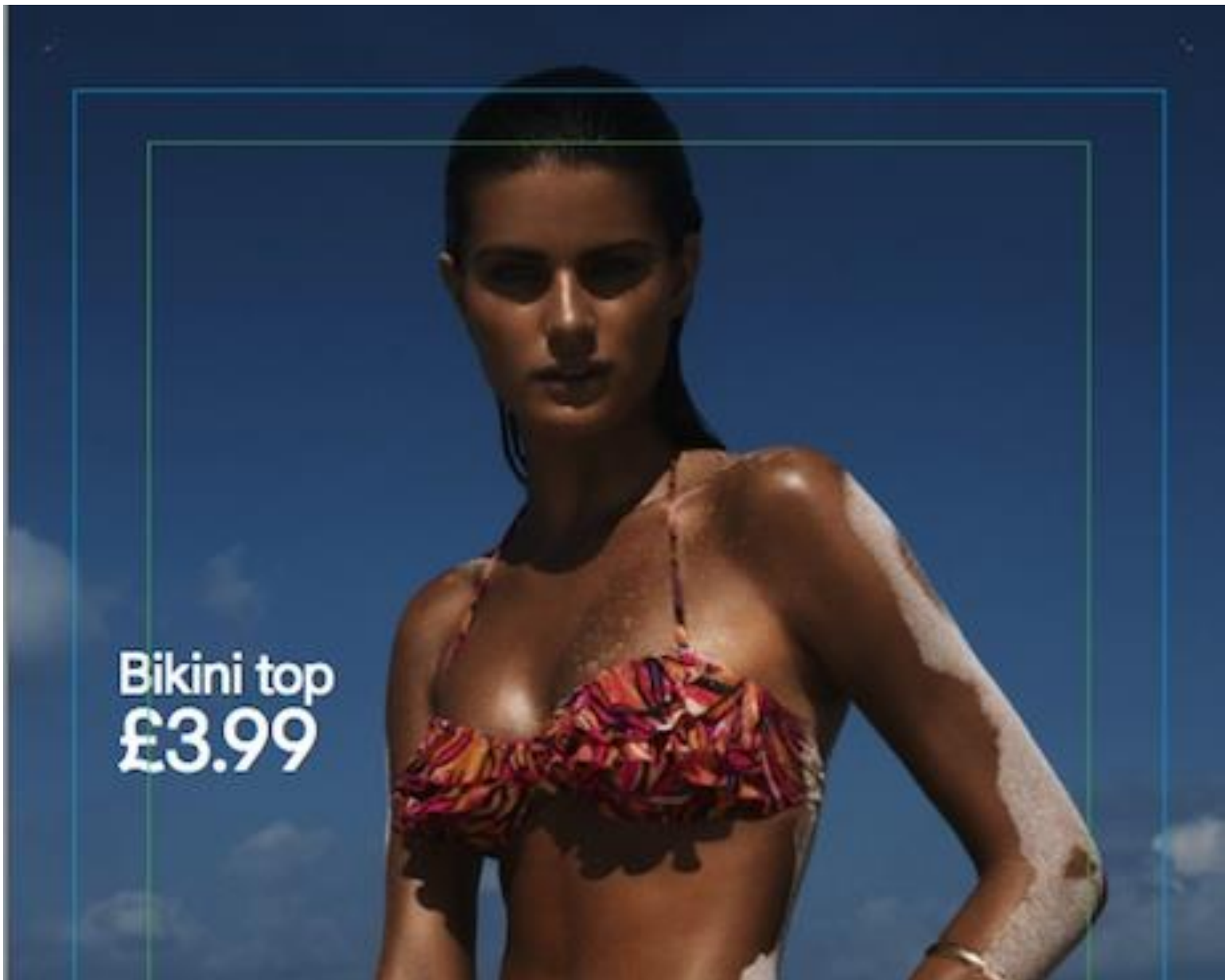
**WOMEN STILL FACE  
DISCRIMINATION**

IN ACCESS TO  
EDUCATION, WORK  
AND PARTICIPATION  
IN DECISION-MAKING.









H&M Swimwear Advert, 2012. Agency: Universal McCann

# Social Environment



Photograph: Darren Britton/Wales News Service, 2013

# Changing hierarchies



<https://www.facebook.com/SPINNAwomen/posts/669207389828451>



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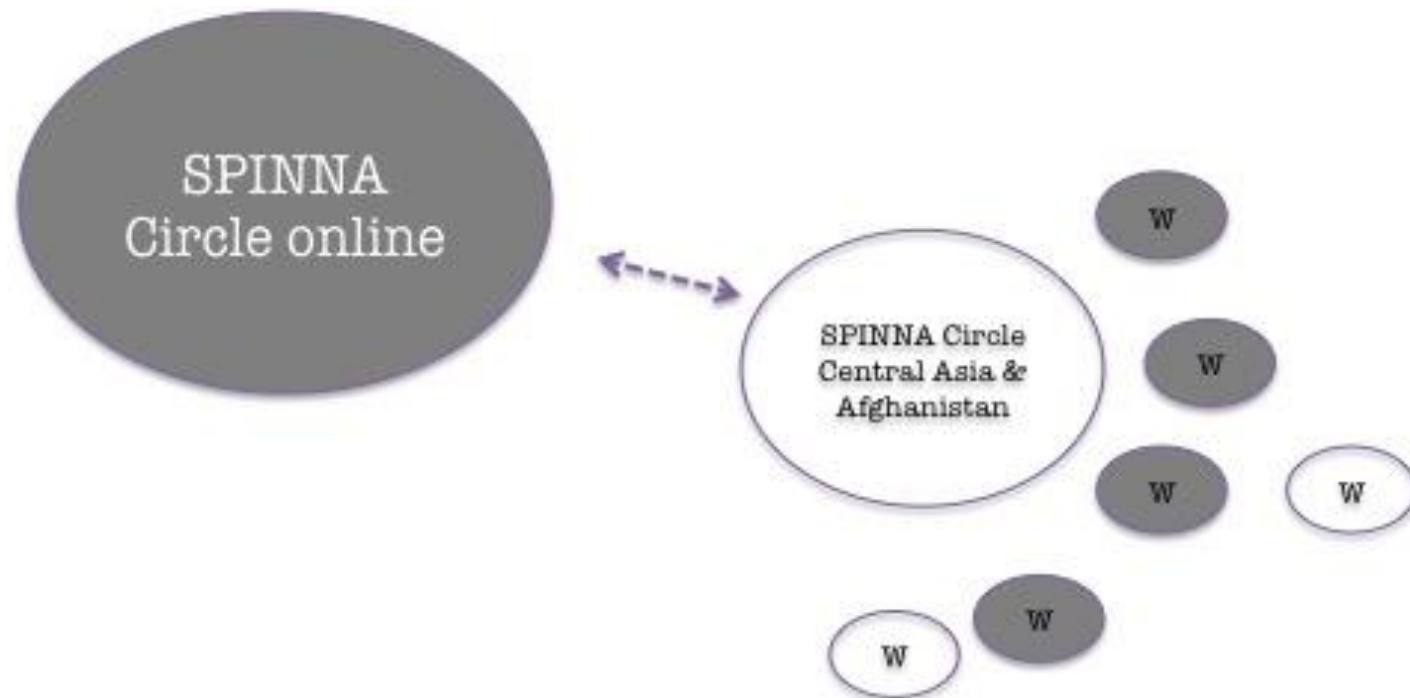
[CONTACT US](#)

# SP!NNA

“ We encourage women to grow globally by developing their ideas, and inspire organizations and retailers to embrace new initiatives. ”

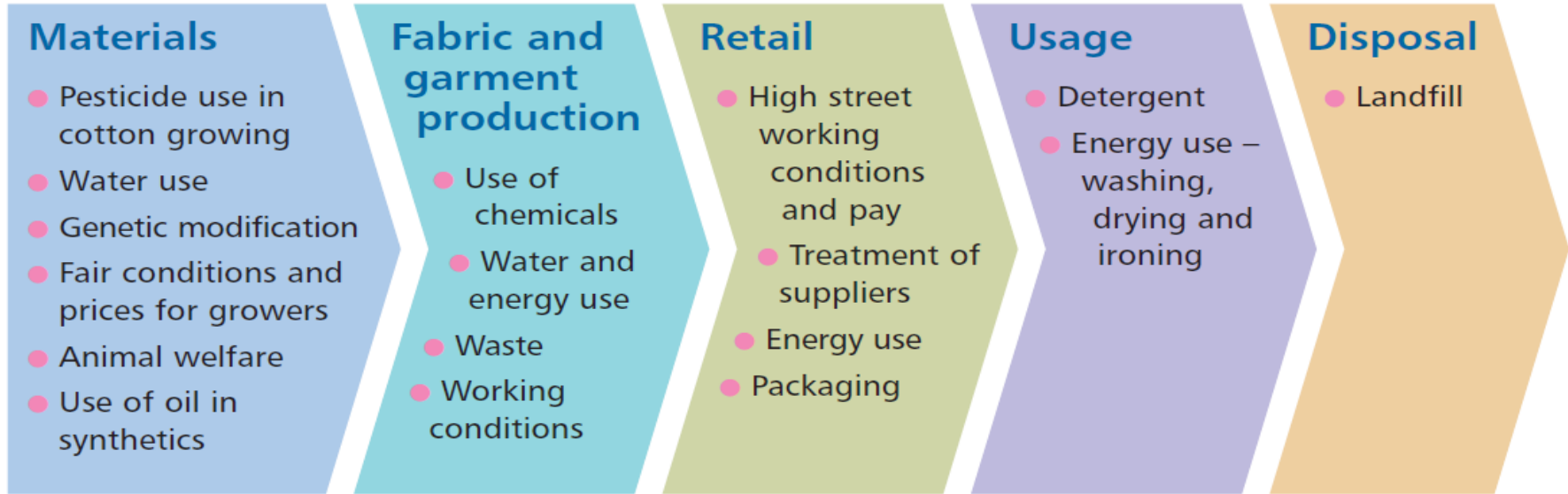






Linking local and regional  
Central Asian and Afghan  
women in the sector

# Environmental Impacts of the T-Shirt



**Transport** • Co2 emissions and waste • Congestion

>10 tonnes of water for cotton to make a t-shirt

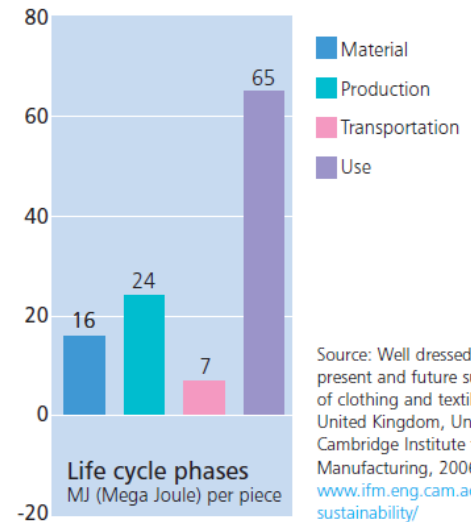
Approx. 2 Kgs CO<sub>2</sub> /Kg T-shirts

Low degradation of synthetic fibres in landfill

Toxins used in bleaching, washing & to dye, print or apply finishes to fabrics

In India, cotton accounts for 54% of all pesticides used annually – despite occupying just 5% of land under crops. Serious health impacts, soil degradation & biodiversity loss

Primary energy profile for the T-shirt



# How can we proceed?



- Reduce premature obsolescence of materials
- Reduce use of toxic chemicals
- Reduce non-renewable materials
- Reduce carbon footprint including “fashion miles”
- Increase sustainability literacy & awareness
- Increase energy efficiency & re-useable materials
- Increase awareness of “ethical” frameworks and possibilities, e.g. Local over Global
- Designers as ‘Change Agents’ for behaviour change
- Changes in Business Models – Physical to Virtual, Produce on Demand

**This requires challenging the status quo and not only challenging our curriculum but empowering learners to engage with the sustainability agenda, reflecting upon it and also be part of the solution**

# Education for Sustainable Development

A vision of education that seeks to balance human and economic well-being with cultural traditions and respect for the earth's natural resources.

It applies transdisciplinary educational methods... fosters respect for human needs that are compatible with sustainable use of natural resources and the needs of the planet; and nurtures a sense of global solidarity.

UNESCO Decade of ESD (DESD) 2005-2014

“The vision of education for sustainable development is a world where everyone has the opportunity to benefit from quality education and learn the values, behaviour and lifestyles required for a sustainable future and for positive societal transformation.”

*United Nations decade of Education for Sustainable Development 2004*



# Beyond the issues ..... some tools to use

- Life Cycle Assessment of Materials/Products
- Environmental foot printing
  - Ecological
  - Carbon/Energy
  - Water
- Supply Chain Evaluation
- Certifications (Products, Materials, Supply Chains)
  - Energy Star, Fair Trade, SMETA



# Some curriculum case studies

- Materials Sustainability
- Cradle to Cradle Design

Art, Media and Design:  
London Metropolitan  
University

- Sustainability Assessment  
& Reflection

Fashion & Arts: Somerset  
College of Art and  
Technology

- Sustainable Design Briefs
- Foot printing Tools –  
Carbon, Water, Ecological

Design: University of  
Dundee

- Fashion Futures

Fashion: London College of  
Fashion with Forum for the  
Future

Is sustainability something that individualised creative practice can always fully connect with?

Individualised creative practice has a powerful role in highlighting social and environmental problems, communicating challenges and affecting a response.

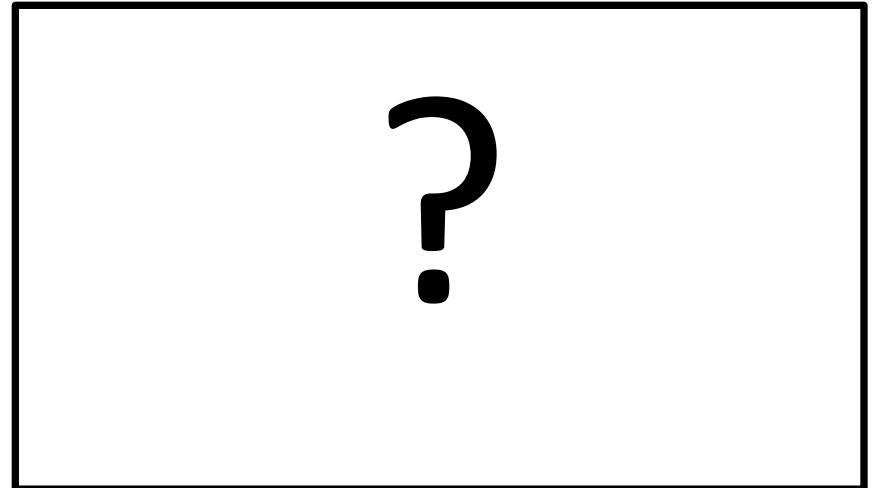
Instilling this in our curriculums can empower students to do the same.

# Mapping the sustainability life cycle

## ‘Traditional’ Life Cycle of Industrialised Production



## ‘Alternative’ Life Cycles for Individualised Creative Practice



***The challenge of Educating for Sustainability in the Arts.***

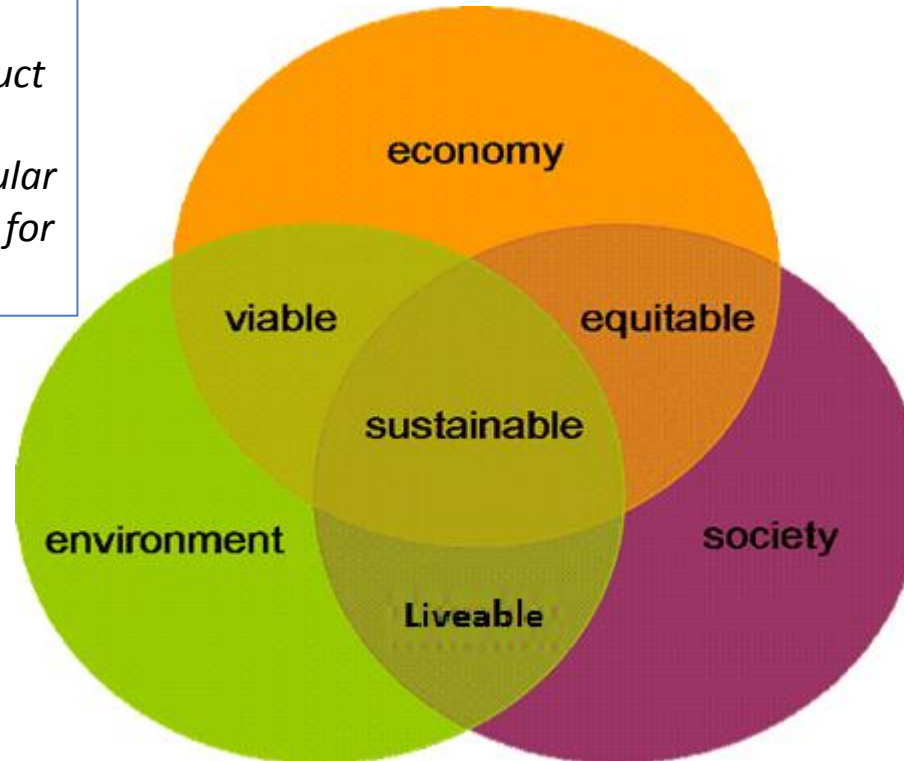


# The three pillars of sustainability

- Economic Growth & Jobs
- Profit Returns
- Innovation & Efficiency

## ***A Viable World –***

*Resource efficiency, product life cycle management, product stewardship, circular economy/cradle to cradle for materials*



## ***A Fair World –***

*Job creation, workplace safety, health, fair trade, protection of vulnerable workers, business ethics*

- Use of Natural Resources
- Waste of Resources
- Pollution Prevention

## ***A liveable World –***

*Access to clean water, clean air, food and benefit from Ecosystem services*


- Standard of Living
- Wellbeing
- Equal Opportunity
- Education

# Next Steps

- 30 minutes to evaluate your practice
- Follow-up Discussion 15 minutes
- Want to engage more on this? Get in touch!  
[m.oloughlin@mdx.ac.uk](mailto:m.oloughlin@mdx.ac.uk) & [e.dick@mdx.ac.uk](mailto:e.dick@mdx.ac.uk)
- We would love you to share your ideas with us by  
providing a copy of your worksheet or tweet a  
picture to  
**@maevemdx** and **@emma\_dick**

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- <http://www.adm.heacademy.ac.uk/resources/case-studies/sustainability-as-an-enhancement-theme-for-the-21st-century-design-graduate/index.html>
- <http://www.adm.heacademy.ac.uk/resources/case-studies/where-and-how-do-i-start-integrating-sustainability-and-active-learning-from-a-lecture-for-fashion-and-textiles-students/index.html>
- <http://www.adm.heacademy.ac.uk/resources/case-studies/a-z-of-sustainable-materials-activating-learning-in-sustainable-design-using-a-hands-on-materials-workshop-to-engage-students/index.html>
- [www.carbonfootprint.co.uk](http://www.carbonfootprint.co.uk)
- [www.wearewhatwedo.org](http://www.wearewhatwedo.org)
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- [www.wateraid.org/uk/](http://www.wateraid.org/uk/)
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# Is there more help?



## From Parisian catwalks to your home, 3D printing is democratising fashion

The technology could reduce the fashion industry's wasteful footprint, but materials must be improved if it's to go mainstream

[Read more comments](#)




## Will Adidas garment workers share in its World Cup profit?

With Adidas set to make €2bn from football related sales, the Cambodian garment workers behind its merchandise are still fighting for a fair wage

[1 comment](#)

## Laundry additive could make your clothes purify air



Adding CatClo technology to laundry products could help tackle city pollution, but altruism is proving a hard sell for business

## Vintage fashion: the story behind your oldest item of clothing - talk point



At around 3,000 years old, the world's oldest pair of trousers take vintage fashion to a new level. What's the story behind the oldest item of clothing you own?


[10 comments](#)

## Sustainability swap shop: H&M at Denmark's Roskilde festival



H&M took their place at Denmark's Roskilde festival, hosting events aimed at promoting sustainability to the fashion conscious

## Fashion can create sustainable employment for marginalised women



Social enterprises in Tanzania and Kenya are giving artisans financial independence, but more women could be empowered with investment from major fashion brands

[6 comments](#)


## Deforestation for fashion: getting unsustainable fabrics out of the closet



Stella McCartney, H&M, Zara and others are developing viscose and rayon fabrics that don't endanger forests

[3 comments](#)

## Data monitoring in fashion factories alone will not solve poor conditions



Collecting live data on garment factory working conditions might shed light on abuses, but should not substitute democratic structures and

## H&M searching for innovation in sustainable fashion retail



Fashion brand has challenged a sustainable entrepreneurship initiative to create an environmentally, socially and economically sustainable concept

## What do fashion students need to know about sustainability? - live chat

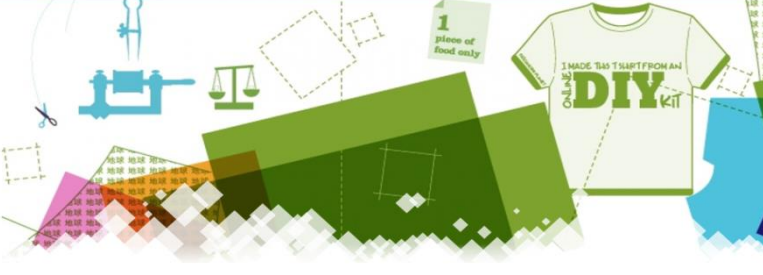


Join a panel of experts online from Wednesday 9 July, from 1pm (BST) to explore how today's fashion students can shape the sustainable fashion industry of the future

[96 comments](#)


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## Fashion Futures 2025

Working with Levi Strauss and Co using futures techniques to develop global scenarios for a sustainable fashion industry.

## The shirt on your back: the human cost of the Bangladeshi garment industry



Guardian journalists trace the lifecycle of the shirt on your back via the teeming workshops of Dhaka, where labour is cheap, factories are cheaper and just going to work can be fatal

## Primark 'cry for help' labels have painted Bangladeshi women as helpless



Labels found in Swansea remind the public of the cost of fashion, but we need a better approach to change the working conditions in factories that make our clothes

[12 comments](#)